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ANNUAL REPORT

of the

SOUTH CAROLINA

EDUCATIONAL TELEVISION

COMMISSION

For The Fiscal Year

From July 1, 1973 to June 30, 1974

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INTRODUCTION

This report is an in-depth study of the South Carolina Educational Television Commission, its goals, objectives, and accomplishments of the past year.

Goals and objectives have been determined on the basis of the demands being made for educational communications service by the citizens and agencies of the State of South Carolina. These demands for service, tempered by knowledge of past activities and existing resources for the production and transmission of educational materials, have been used as the basis for meeting these major objectives.

This report reflects the accelerated use of ETV and its increased effectiveness. Educational television has truly come of age in South Carolina. We have established the major elements of our long planned comprehensive educational communications system. Services to the remaining unserved schools and areas of the State are being completed on a carefully planned systematic basis.

The ETV budget, in spite of the many services provided to all levels of education, represents only 1.4% of the State's total educational budget. ETV represents the most economical, effective, and often the only method for making many educational resources and services available to all schools throughout the State. Through ETV we are better able to respond to ever-increasing educational problems, and meet the State's present and future needs—squarely, realistically, and economically.

A national long-range ETV task force recently completed work on a comprehensive plan for providing substantial national funding in support of ETV operations across the country. They turned to South Carolina for our past vision of ETV's potential to assist education at all levels. As major background information, they are using the original South Carolina plan for ETV development. Once again South Carolina's ETV system has been singled out as a goal for others to work toward.

We have the opportunity to take advantage of our headstart in ETV development. By continuing with the systematic completion of our system, we can maintain our position of leadership and be in line to receive an optimum share of forthcoming national funding for support of ETV activities.

By moving ahead we can also come much closer to meeting the greatly increased requests for use of the system coming from all levels of education. These requests are moving rapidly beyond our capacity to provide service and the use of ETV has been increasing at an accelerated pace at all levels.

Again this past year, the use of ETV services by the public schools reached a new high, with a total ETV course enrollment of nearly 784,000 serving 234,000 individual public school students throughout the State. Similarly; in other areas, ETV use increased in both numbers served and numbers and varieties of courses presented. Public educa-

tion has concluded one of the most difficult periods of its history. Emphasis is again being placed on instructional quality and on up-lifting educational standards. ETV can play an increasingly important role in this up-lifting process through its capacity to provide superb resources to all schools.

1973-74 has been the year of greatest accomplishment for ETV in its history.

HISTORY, STATUTORY AUTHORITY, AND MANDATE

The following brief outline of the development and accomplishments of South Carolina's educational television system is included for reference purposes and as a basis of comparison for future developments.

1. 1957-58—The General Assembly passed a concurrent resolution which called for a study of the use of television in the public schools. Mr. R. M. Jefferies, Jr., was chairman of the subcommittee that carried out this study. On March 11, 1958, that committee recommended that a pilot project be set up in one Columbia school.
2. 1958-59—In the summer of 1958 a studio was built at Dreher High School and equipment installed under the direction of Henry J. Cauthen, technical director. During the school year, French and geometry were offered and the project was evaluated by R. Lynn Kalmbach of the Columbia City Schools. Public School ETV course enrollment—300.
3. 1959-60—Educational television services were extended to five Columbia area schools and algebra was added to the programming originating from Dreher. Public school ETV course enrollment—1,500.
4. 1960-61—The General Assembly created the South Carolina Educational Television Commission with R. M. Jefferies, Jr., serving as chairman. The Commission selected R. Lynn Kalmbach as general manager. Four courses were offered on video tape to 31 schools in 11 counties. To provide this closed circuit expansion, the first reduced tariff rate for educational television in the nation was negotiated. Public school ETV course enrollment—3,300.
5. 1961-62—ETV course offerings were increased to seven. State agencies began utilizing ETV for continuing professional education with a pioneering program in post graduate medical education. For the first time, continuing professional education for South Carolina teachers was available through the ETV system. The closed circuit network was extended to include 50 schools in 26 counties. Public school ETV course enrollment—14,400.
6. 1962-63—ETV course offering increased to eleven. The closed circuit network was extended to all counties, reaching 155 public high schools, 36 elementary schools, most state colleges, all university extension centers, five private colleges, two private high schools, and ten hospitals. Public school ETV course enrollment—18,500.
7. 1963-64—In September, the ETV Network signed on its first open circuit station, WNTV, in Greenville with WITV in Charleston signing on a few months later. ETV course offerings continued to expand. Public school ETV course enrollment—47,200.

8. 1964-65—With the State in the midst of a dramatic business and industrial expansion, specialized training for personnel in these fields was offered. The closed circuit network continued to expand and funds were appropriated for the third open circuit station to be located in Columbia. In June, General Manager R. Lynn Kalmbach passed away. Public school ETV course enrollment—88,700.
9. 1965-66—Henry J. Cauthen was named Executive Director of the ETV Network. ETV services expanded and diversified, offering elementary school series, programs for the general public, and increased series for continuing professional education with special emphasis on teacher education. The nation's first statewide program for training of law enforcement officers was begun. Public school ETV course enrollment—116,300.
10. 1966-67—The Columbia open circuit station, WRLK-TV, signed on and was named in honor of the late R. Lynn Kalmbach. Extensive programming for elementary schools was offered for the first time through the three broadcast stations. ETV offerings for the public schools reached a total of 32 courses. Construction was begun on the next two stations of the State's open circuit network. Public school ETV course enrollment—172,900.
11. 1967-68—WJPM-TV, Florence, signed on September 3 and was named for the Honorable James Pierce Mozingo, III, of Darlington. On September 5, WEBA-TV, Barnwell, signed on and was named for the Honorable Edgar Allan Brown of Barnwell. A demonstration project of multi-channel closed circuit transmission was initiated in 46 secondary schools in Greenville, Florence, and Darlington Counties. Public school ETV course enrollment—194,000.
12. 1968-69—On the basis of highly successful initial results, two additional channels were added to the Florence and Greenville multi-channel projects. In January, coverage for the Rock Hill area was added through the utilization of a translator. The Southern Educational Communications Association (SECA), a non-profit organization consisting of nearly half of the ETV stations in the nation (serving states from Maryland to Texas) was organized and headquartered in Columbia. At this time, the national public broadcasting network was established interconnecting all ETV stations in the country and the South Carolina ETV Network became the feeder point for all ETV stations in this southern section of the country. Public school ETV course enrollment—327,420.
13. 1969-70—Two additional channels and three schools were added to the closed circuit multi-channel network in the Spartanburg area. The nation's first live domestic satellite transmission was

- organized in Columbia by the S. C. ETV Commission. This historic program was transmitted from Columbia for live broadcast in Los Angeles, California. Public school ETV enrollment—472,362.
14. 1970-71—The University of South Carolina in cooperation with the ETV Commission began a program of graduate study for South Carolina businessmen who wish to work toward an advanced degree in Business Administration. Classes are transmitted “live” over the ETV Network to thirteen receiving classrooms throughout South Carolina. Each receiving classroom has “talk-back” facilities so that all students have direct studio contact with the professor and/or other students. Students who qualify for admission to the program can complete all degree requirements in three calendar years while continuing regular employment. Similar talk-back programs are being conducted for teachers and nurses and other programs will begin with various agencies and educational institutions. Color mobile facilities were placed in operation permitting the production of programs in every community in the State. Public school ETV course enrollment—476,186.
 15. 1971-72—System expansion was accomplished through the wiring of 1,042 classrooms in elementary schools to receive the broadcast stations and through the extended use of portable video tape recording equipment throughout the State. The system’s impact on the national educational broadcasting scene was increased through the production of programs for national broadcast, through the election of President and General Manager Henry Cauthen to the Board of Directors of the Public Broadcasting Service, through Network participation in the planning of an Adult Learning Program Service, and through additional national and regional programming awards. A color studio facility was put into operation and local instructional programs were first produced in color. The Network was again studied intensively; it was again unanimously praised by its appraisers. The Governor’s Management Review Study Commission not only proclaimed that the Network was “accomplishing its mission” but also, among other favorable recommendations, recognized that the transmission system should be extended to every school and teacher in the State for both economic and educational reasons. It further recommended that new production and transmission headquarters facilities were required for sufficient operation. Support of ETV was further evidenced by the passage by the General Assembly of \$3.6 million in bonds to extend open circuit coverage in the State. ETV public school course enrollment—515,949.
 16. 1972-73—The Network began operation of its FM educational radio network with the sign-on of WEPR in Greenville. This made possible the beginnings of numerous services for blind and other

handicapped South Carolinians. The closed circuit network was expanded to 31 additional schools, higher education and other locations and 97 schools received increased multi-channel service. Local origination facilities including studio and network programming capabilities were created for the Columbia schools. Higher education institutions received a second channel of service in 16 locations to make possible multi-channel origination for the innovation MBA and parallel programs. Further increases in services to the public schools, to higher education, to adult education, and to children's programming occurred. Public school ETV course enrollment—608,991.

17. 1973-74—The S. C. Educational Radio Network increased its services to the state with the sign-on of WSCI in Charleston, the second of five projected stations in the radio network. Federal funds were also granted to construct another educational radio station in Sumter. Henry Cauthen received a Presidential appointment to the National Council on the Arts. ETV services to higher education increased dramatically—58 courses offered for college credit. The General Assembly authorized bonds to permit the construction of a permanent ETV headquarters and studio facility. The closed circuit network expanded multi-channel service to 139 additional schools. Installation was completed on an Instructional Television Fixed System in Florence County which serves 17 schools, 11 of which, prior to installation, received no closed circuit programming. This new concept for transmission and reception of instructional television will allow many schools to receive instructional programming at a substantial savings. An expanded system of television reception and special scheduling was provided to support the highly innovative quinmester program in the Rock Hill area. Public school ETV course enrollment—783,938.

The South Carolina Educational Television Commission was created to provide a comprehensive educational opportunity for all of the citizens of the State. From its inception, the educational television system has been committed to the ambitious task of uplifting, broadening, and diversifying the educational opportunities for all South Carolinians, no matter their age, educational level, or location. The Commission and its network have received acclaim from around the world for its carefully designed, comprehensive transmission system and for its innovative programming and award-winning production accomplishments.

The Commission's statutory authority is contained in Section 21-60 of the Code of Laws of the State.

ETV SERVICES: ITV COURSES

MATHEMATICS:

	Grade	Lesson	Length
Patterns in Arithmetic 1	1	30	15
Patterns in Arithmetic 2	2	48	15
Patterns in Arithmetic 3	3	64	15
Patterns in Arithmetic 4	4	63	15
Patterns in Arithmetic 5	5	64	15
Patterns in Arithmetic 6	6	64	15
General Mathematics	9-10	68	30
Elementary Algebra	9-10	87	30
Intermediate Algebra	10-11	131	30
Advanced Mathematics for High School	12	76	20-30

SCIENCE:

Just Wondering	1	31	15
Just Curious	2-3	30	15
All About You	2-3	20	15
Animals and Such	3-4	16	15
Search For Science	4-6	32	15
Process and Proof	6	32	20
Life Science	7	68	20
Natural Science Specials	8	14	20
Biology and Ecology	10	57	10-25
Chemistry	10-12	106	30

SOCIAL STUDIES:

Roundabout	K-1	52	15
Ripples	K-2	36	15
Sandlapper's Corner	3	30	15
Geography	4-6	34	20
Let's See America	5-8	26	30
Places In The News	5-9	30	20
Americans All	5-12	31	20
Old World Background	7-12	66	30
S. C. History	8	52	20
Why!	8-12	30	15
Government-Politics			
Citizenship	9-12	25	20
U. S. History	10-11	57	20-30
Americans From Africa	10-11	8	30

LANGUAGE ARTS AND

FOREIGN LANGUAGES:

	Grade	Lesson	Length
Sounds To Say/Listen And Say	1-3	41	15
Words Are For Reading	1-3	15	20
How Can I Tell You	1-6	15	15
The Electric Company	2-4	130	30
Learning Our Language	3-4	64	20
Cover To Cover	4-6	30	20
Bill Martin	4-6	15	15
The Wordsmith	5-8	28	20
Getting The Word	6-9	30	20
A Matter of Fiction	7-8	15	20
A Matter of Fact	7-10	15	20
Humanities	9-12	36	20-30
Franklin To Frost	10-11	38	30
Spanish I	9-10	30	30
Spanish II	10-11	30	30

ART:

Art And You	1-3	34	15
For The Love Of Art	4-6	15	20
Images And Things	4-7	30	20
Meet The Arts	8-12	15	30

MUSIC:

Time For Sounds 1	1	55	15
Time For Sounds 2	2	53	15
Time For Sounds 3	3	53	15
Time For Spunds 4	4-5	50	15
Time For Sounds 5	5-6	34	20
Experiences In Music	7-12	30	30

PHYSICAL EDUCATION &

HEALTH:

Ready? Set . . . Go!	1-3	30	20
Mulligan Stew	4-7	6	30
Inside/Out	4-7	30	15
Health: Your Decision	8-12	15	20

VOCATIONAL EDUCATION:

Workshop Hints	8-12	13	12
Careers	8-12	15	30

OTHERS:

Meet The Arts	8-12	15	30
Drug Education	8-12	8	20
Sportsmanlike Driving	9-12	30	30
Psychology 101	10-12	60	30

PUBLIC SCHOOLS

Closed Circuit School Listings

<i>City & Receiving Location</i>	<i>Closed Circuit Channels</i>	<i>City & Receiving Location</i>	<i>Closed Circuit Channels †</i>
† Abbeville		Branchville	
Abbeville High	A-5, B-3	Branchville High	A-5
Wright Middle	*A-5, B-3		
Aiken		Camden	
Aiken High-Aiken Campus	A-5, B-4	Camden High	A-5, B-4
Aiken High-Schofield Campus	*A-5, B-4	Camden Middle	A-5, B-4
Aiken Jr. High	*A-5, B-4		
Kennedy Jr. High	*A-5, B-4	Cameron	
		St. John High & Elem.	A-5
Allendale		Campobello	
Allendale-Fairfax	A-5	Spartanburg Co. Dist. No. 1 Office	A-5, B-2
Allendale Jr. High	A-5		C-12
Anderson		Cayce	
McCants Jr. High	A-5	Brookland-Cayce High	A-5, 1-2
Westside High	A-5		K-11, B-4
		Lexington Co. Dist. No. 2 Admin. Bldg.	A-5, 1-2, B-4
Aynor		Charleston	
Aynor High	A-5	C. A. Brown High	*A-6, B-3
		Rivers High	A-6, B-3
Bamberg		Murray Vocational	A-6, B-3
Bamberg Ehrhardt High	*A-5, B-4		
Richard Carroll Jr. High	*A-5, B-4	Cheraw	
		Cheraw High	A-5, B-4
Barnwell		Long Jr. High	*A-5, B-4
Hagood Avenue	A-5, B-4		
Barnwell High	A-5, B-4	Chester	
Butler Guinyard Middle	A-5, B-4	Chester High	A-5
		Chester Jr. High	A-5
Batesburg		Ed. Comm. & Tech. Dept.	A-5
Batesburg-Leesville High	A-5		
Bath		Chesterfield	
L-B-C High	A-5, B-4	Chesterfield High	A-5
Jefferson Jr. High	*A-5, B-4	Chesterfield Elem.	A-5
Beaufort		Clinton	
Beaufort Jr. High	A-6, B-4	Bell Street Jr. High	A-5, B-3
Beaufort High	A-6, B-4	Clinton High	A-5, B-3
Robert Smalls Jr. High	A-6, B-4	Martha Dendy Jr. High	*A-5, B-3
Bennettsville		Clover	
Bennettsville High	A-5, B-4	Clover High	A-5
Bennettsville Jr. High	A-5, B-4	Clover Middle School	*A-5
Marlboro Vocational	*A-5, B-4		
Bethune		Columbia	
Bethune High & Elem.	A-5	A. C. Flora High	A-5, H-9, 1-2, K-11, B-4, Loc. 7
Bishopville		Alcorn Middle	same
Bishopville High	*A-5	Booker T. Washington	same
Bishopville Middle	*A-5	C. A. Johnson High	same
		Caughman Road Middle	*same
Blackville		Columbia High	same
Blackville High	A-5, B-4	Crayton Middle	*same
Blackville Middle	A-5, B-4	Dent Jr. High	same
		Dreher High	same
Blythewood		Eau Claire High	same
Hanberry Jr. High	A-5, B-4		

<i>City & Receiving Location</i>	<i>Closed Circuit Channels †</i>	<i>City & Receiving Location</i>	<i>Closed Circuit Channels †</i>
Fairwold Middle	*same	Fort Mill	
Gibbes Middle	*same	Fort Mill High	A-5, D-4
Hand Middle	*same	Fort Mill Jr. High	A-5, D-4
Hopkins Jr. High	*same		
Keenan High	*same	Fountain Inn	
Lower Richland High	*same	Bryson Center	A-3, B-8, C-10, E-2, G-12, Loc. 5
Olympia Middle	*same		
Perry Middle	*same		
Richland Co. Dist. No. 1 Admin. Bldg.	same		
Richland Co. Dist. No. 2 Admin. Bldg.	same	Gaffney	
St. Andrews Jr. High	*same	West Jr. High	A-5
Spring Valley High	same		
Webber Middle	*same	Georgetown	
		Howard High Voc.	*A-6
Conway		Winyah Sr. High	A-6
12th Avenue	*A-5, B-4		
Conway Sr. High	A-5, B-4	Graniteville	
Conway Jr. High	A-5, B-4	Leavelle-McCampbell High	A-5, B-4
		Freedman Vocational	*A-5, B-4
Darlington			
Brunson-Dargon Jr.	A-5, B-7 C-11, D-9, F-4, Loc. 2	Great Falls	
	same	Great Falls Middle	*A-5
Mayo High	same	Great Falls High	A-5
Pine Middle	same		
St. Johns High	same	Greenville	
		Beck Middle	A-3, B-8, C-10, E-2, G-12, Loc. 5
Denmark			
Denmark-Olar High	A-5, B-4	Berea Middle	*same
Denmark Jr. High	*A-5, B-4	Berea High	same
Dillon		Carolina High	same
Dillon High	A-5, B-4	Eastside High	same
Dillon Jr. High	A-5, B-4	Greenville Co. Admin.	same
		Greenville Middle	same
Easley		Greenville Sr. High	same
Easley High	A-5, B-3	Hollis Middle	same
		Hughes Middle	same
Edgefield		Lakeview Middle	same
W. E. Parker Elem.	*A-5	J. L. Mann High	same
Strom Thurmond High	A-5	League Middle	same
		Monaview Middle	same
Estill		Parker High	same
Estill High	A-5	Sevier Middle	same
Estill Middle	A-5	Southside High	same
		Tanglewood Middle	same
Fairfax		Wade Hampton High	same
Fairfax Middle	A-5		
Fairforest Jr. High	A-5, B-2, C-12	Greenwood	
Lincoln Middle	A-5, B-2, C-12	Greenwood High	A-5, B-3
		Emerald Jr. High	A-5, B-3
Florence			
Florence Co. Dist. No. 1 Admin. Bldg.	A-5, B-7, C-11, D-9, F-4, Loc. 2	Greer	
	same	Blue Ridge High	A-3, B-8, C-10 E-2, G-12, Loc. 5
McClenaghan High	same		
Moore Jr. High	same	Greer High	same
Poyner Jr. High	same	Greer Middle	*same
Southside High	same		
Williams Jr. High	same	Hampton	
Wilson Sr. High	same	Hampton Elem	A-5
West Florence High	same	Wade Hampton High	A-5

<i>City & Receiving Location</i>	<i>Closed Circuit Channels†</i>	<i>City & Receiving Location</i>	<i>Closed Circuit Channels†</i>
Hartsville		Moncks Corner	
Butler Sr. High	A-5, B-4	Berkeley High	A-6
Hartsville Jr. High	A-5, B-4	Berkeley Middle	*A-6
Hartsville Sr. High	A-5, B-4		
Heath Springs		Newberry	
Heath Springs Middle	A-5	Gallman Jr. High	*A-5
		Newberry Sr. High	A-5
Inman		New Zion	
Chapman High	A-5, B-2, C-12	East Clarendon Middle	*A-6
Mabry Jr. High	*same		
Jackson		North	
Jackson High	*A-5, B-4	North High	A-5
Johnston		North Augusta	
Strom Thurmond High	A-5	North Augusta Sr. High	A-5, B-4
		North Augusta Jr. High	A-5, B-5
		Paul Knox Jr. High	A-5, B-4
Kershaw		Norway	
Andrew Jackson High	A-5	Norway Middle	*A-5, B-4
Flat Creek	A-5	Hunter-Kinard	A-5, B-4
Kershaw Middle	A-5		
Kingstree		Orangeburg	
Kingstree Jr. High	A-6	Orangeburg High Bennett Campus	A-5, B-4
Kingstree Sr. High	*A-6	Orangeburg-Wilkinson High	A-5, B-4
		Belleville Campus	A-5, B-4
Lake City		Pageland	
Lake City High	*A-6, B-3, C-12, D-10	Pageland High	A-5
Lamar		Pickens	
Lamar High	A-5, B-7, C-11, D-9, F-4, Loc. 2	Pickens High	A-5, B-3
Spaulding High	same	Piedmont	
		Woodmont High	A-3, B-8, C-10, E-2, G-12, Loc. 5
Lancaster		Prosperity	
Lancaster High No. 1	A-5, D-4	Mid-Carolina High	A-5, B-4
Lancaster High No. 2	A-5, D-4		
Landrum		Ridgeland	
Landrum High	*A-5, B-2, C-12	Ridgeland High	A-6
Manning		Rock Hill	
Manning High	A-5	Rock Hill High	*A-5, D-4
Manning Elem.	A-5	Northwestern High	*A-5, D-4
Marietta		Roebuck	
Slater-Marietta High	A-3, B-8, C-10, E-2, G-12, Loc 5	Roebuck Jr. High	A-5, B-2, C-12
Marion		Salley	
Johnakin Campus	*A-5, B-4	Sardis Multi-Media	*A-5, B-4
Marion High	*A-5, B-4		
Southside Elem.	*A-5, B-4	Saluda	
		Hollywood High	A-5
McBee		Riverside Middle	A-5
McBee High	A-5	Saluda High	*A-5
McCormick		Seneca	
McCormick High	A-5	Seneca Jr. High	A-5, B-3
McCormick Middle	*A-5	Seneca High	A-5, B-3

<i>City & Receiving Location</i>	<i>Closed Circuit Channels†</i>	<i>City & Receiving Location</i>	<i>Closed Circuit Channels†</i>
Simpsonville		Timmonsville	
Hillcrest Jr. High	A-3, B-8, C-10, E-2, G-12, Loc. 5	Johnson Jr. High	A-5, B-7, C-11, D-9, F-4, Loc. 2
Hillcrest High	same	Timmonsville High	same
Spartanburg		Travelers Rest	
Carver Jr. High	A-5, B-2, C-12	Travelers Rest High	A-3, B-8, C-10, E-2, G-12, Loc. 5
Cleveland Jr. High	same		
Jenkins Jr. High	same		
Evans Jr. High	same		
Paul Dorman High	same	Turbeville	
Spartanburg Co. School Dist. No. 7	same	East Clarendon High	*A-6
Prevocational Jr. High	A-5		
Lincoln Middle School	A-5, B-2, C-12	Union	
		Union High	A-5, B-2
St. George		Sims Jr. High	*A-5, B-2
St. George High	A-5		
St. Matthews		Varnville	
John Ford Jr. High	A-5	North District High	*A-5
St. Matthews High	A-5		
St. Stephens		Wagener	
St. Stephens Middle	*A-6	A. L. Corbett Middle	A-5, B-4
St. Stephens High	*A-6	Wagener-Salley High	A-5, B-4
Summerton		Walterboro	
Scotts Branch High	*A-5	Colleton High	A-6, B-3
Summerton Middle	*A-5	Walterboro Sr. High	A-6, B-3
Summerville		Ware Shoals	
Alston-Summerville Jr. High	A-6, B-3	Ware Shoals Jr. High	A-5, B-3
R. H. Rollings Elem.	A-6, B-3	Ware Shoals High	A-5, B-3
Summerville High	A-6, B-3	W. Columbia	
Sumter		Northside Middle	A-5, I-2, K-11, B-4 same
Alice Drive Jr. High	*A-5, B-4	Airport High	
Bates Jr. High	A-5, B-4		
Sumter High	A-5, B-4	Williston	
McLaurin Jr. High	A-5, B-4	Kelly Edwards Middle	A-5, B-4
		Williston Elko High	A-5, B-4
Swansea		Winnsboro	
Swansea Middle	A-5, B-4	Winnsboro High	A-5, B-4
Swansea High	A-5, B-4		
Taylors			
Northwood Middle	A-3, B-8, C-10, E-2, G-12, Loc. 5		

* Indicates Open Circuit in addition to Closed Circuit reception.

† NOTE: Most B circuits will be provided at time of printing. Contact S. C. ETV Field Technical Services for specific channel availability dates.

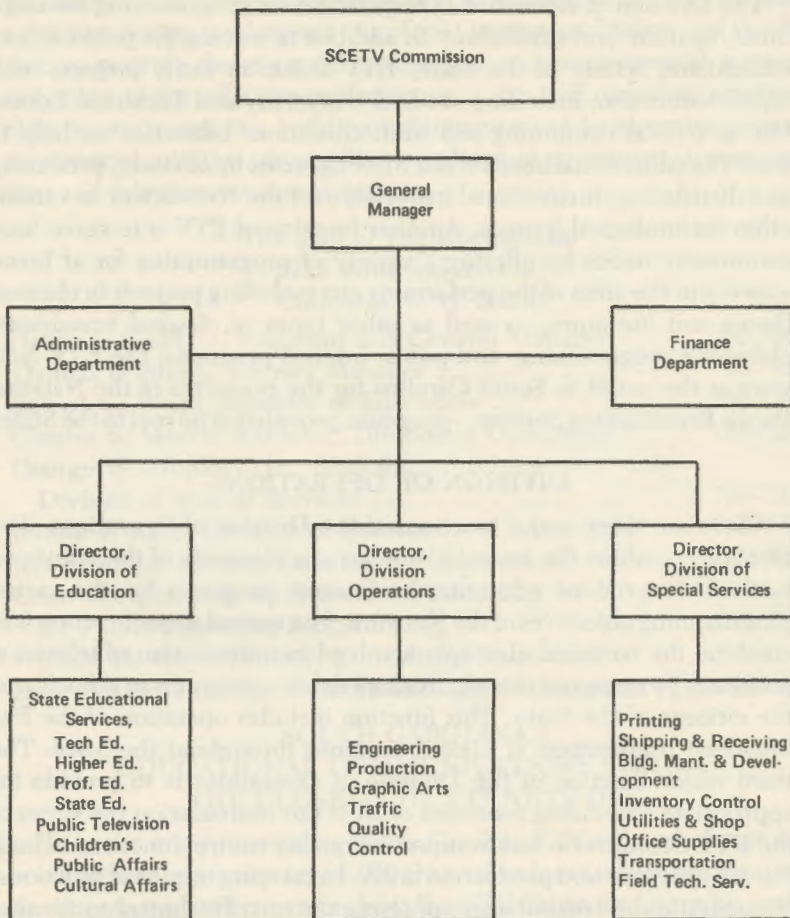
Total ETV Course Enrollment*	Total Schools Using ETV
1971-1972 510,914	1971-1972 661
1972-1973 608,991	1972-1973 806
1973-1974 783,938	1973-1974 809
Individual Student Enrollment**	STATE AGENCIES
	Agencies Served
1971-1972 165,745	1971-1972 46
1972-1973 215,477	1972-1973 59
1973-1974 234,513	1973-1974 62

CONTINUING AND PROFESSIONAL EDUCATION

TEC—7 Groups Served—Groups ranged from medical technicians to pilots, serving over 2,000 South Carolinians.	2,000
BUSINESS AND INDUSTRY—Served 105 companies with 12 courses. Enrollment 40,000.	40,000
LAW ENFORCEMENT—9th year of service. 104 programs as of Sept. 1. 5,500 lesson guides requested per month. 4,300 + average monthly attendance. All variety of law enforcement officers plus magistrates, attorneys, judges, etc. 4,300	4,300
MEDICAL EDUCATION—Physicians 3,500 Nurses 541 Dentists 700 Other 500	
	5,241
BASIC ADULT EDUCATION—17,500—Basic adult education in reading, writing, math, history, high school equivalence.	17,500
TEACHER EDUCATION—38 courses—7,354 +20%	7,354
HIGHER EDUCATION—58 courses—1,900	1,900
OTHER PROFESSIONAL GROUPS—6,113	6,113
TOTAL	84,408

* This ETV enrollment figure represents the total number of ETV course exposures to students; thus, a student who takes two courses is counted two times.
 ** This figure counts the student only one time regardless of how many courses he may view.

ORGANIZATIONAL STRUCTURE



ADMINISTRATION AND FINANCE

The major function of the Administration section is to assist the General Manager in the coordination of all Divisions and Departments by providing necessary planning, personnel, public information, publications, radio, and other services. The major function of the Finance section is to assist the General Manager in the financial management of the agency including budget formulation and execution, maintenance of all accounting records, cost reduction and cost control, preparation and distribution of payroll, and approval of expenditure of funds.

DIVISION OF EDUCATION

The Division of Education is responsible for programming development, content, and scheduling. In addition to serving the public school educational system of the State, ETV assists in many projects with higher education, including Medical University and Technical Education as well as continuing and adult education. Likewise, we help to meet the educational needs of our State agencies by advising, producing and distributing instructional materials over the Network or in various other technological formats. Another function of ETV is to serve local community needs by offering a variety of programming for at home viewing in the areas of the performing arts including projects in classical drama and literature, as well as other types of classical broadcasts, children's programming, and public interest programs; the ETV Network is the outlet in South Carolina for the programs of the National Public Broadcasting Service—programs provided at no cost to the State.

DIVISION OF OPERATIONS

There are three major functions of the Division of Operations. The first is to combine the technical and artistic elements of the television medium to produce educational television programs for the varied programming objectives of the Network. The second major function is to combine the technical elements involved in transmission of television programs by open and closed circuit to deliver programs to schools and the citizens of the State. This function includes operation of the five broadcast transmitters at various locations throughout the State. The third major function of the Division of Operations is to provide for appropriate scheduling functions of all of the transmission resources of the ETV Commission and to supervise quality control functions in both the transmission and production areas. In carrying out these functions, the operation and maintenance of a large amount of technical equipment including video tape machines, color cameras, and broadcast transmitters is required.

DIVISION OF SPECIAL SERVICES

The major functions of the Division of Special Services are to provide assistance to schools, institutions and other facilities with the design, purchase, installation, maintenance and replacement of appropriate types of receiving systems necessary for reliable quality reception of ETV programs; to manufacture the printed and other supplementary materials; and to provide other efforts necessary to coordinate the use of ETV resources in the schools. Specific areas of responsibility include: the development, installation and evaluation of the statewide emergency warning system; the development, installation, and evaluation of the statewide closed circuit expansion for higher education,

public schools, professional organizations, state agencies and the medical network; constant maintenance and evaluation of the ETV trouble reporting center; implementation of the Occupational Safety and Health Act; to provide the essential mechanical and supplemental services necessary to the effective performance of the staff including printing, shipping and receiving, building maintenance and development, inventory control, utilities, shop, office supplies and equipment, transportation and telephone communications.

The Staff of The Commission

2712 Millwood Avenue

Columbia, S. C. 29250

Henry J. Cauthen, President and General Manager	758-7201
Thomas L. Stepp, Deputy Manager	758-7210
Robert E. Wood, Director of Education	758-7206
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George W. Hopkins, Jr., Director, Division of Special Services	758-7216
Joseph T. Karr, Director of Finance	758-7222
Rex Schnupp, Deputy Director of Education	758-7261
Gene Upright, Deputy Director of Education for Public Television Programming	758-7333
William D. Hay, Director, Educational Radio	758-7318
Dick Phipps, Director of Information and Publications	758-7284

SOUTH CAROLINA'S EDUCATIONAL COMMUNICATIONS SYSTEM: THE CLOSED CIRCUIT NETWORK

To cover our entire State, South Carolina ETV's closed circuit network utilizes approximately 4,000 channel-miles of telephone company facilities to transmit programs from the ETV Center in Columbia exclusively to the 335 schools, hospitals, police departments, TEC Centers, University Regional Centers, and other institutions connected to the cable system.

This combination of microwave and coaxial cable, which reaches every county in the State, has the potential of telecasting six different programs simultaneously and can be in operation twenty-four hours a day.

Since secondary schools have a curriculum of from 40-66 courses with a variety of class schedules, their need for a flexible ETV schedule is obvious. Multi-channel transmission provides that flexibility.

During school hours, ETV has reserved its closed-circuit, multi-channel system for transmitting in-school series for these secondary schools. ETV can offer a number of repeats and wide selection of courses at times broadcasting up to 11 programs simultaneously and averaging 70-90 programs of direct public school instruction per day.

The availability of a televised resource at a time when it can be used by the classroom teacher is of utmost importance. Multi-channel telecasting capability offers school officials the opportunity to build a schedule to more closely meet the student's needs.

Multi-channel means that more than one signal can be carried simultaneously in the same cable. All TV sets connected to the closed circuit can receive any of the programs that are being transmitted at any given time—by simply turning the channel selector.

With the variety of courses that are offered, students in different classes and on different grade levels can study through ETV simultaneously. The flexibility which multi-channel provides is also essential in offering repeats of each course.

In the South Carolina system, closed circuit is programmed only for the secondary schools and adult education in such areas as business, teacher in-service, medicine, law enforcement, or master's degree study. As can be seen, multi-channel is essential even during the evening hours because of the large amounts of channel time taken up by some of these efforts. Medical education alone could easily take a full-time exclusive channel and post-graduate degree courses require so much channel time that more than one channel is essential now that different degree programs are offered.

Demonstration projects conducted in Greenville, Florence, and Darlington Counties proved conclusively that multi-channel transmission is essential for effective utilization of ETV by secondary schools. When service in these areas was expanded to four channels, enrollment increased significantly, as can be seen.

	<i>Single Channel 1966-67</i>	<i>Multi- Channel 1967-68</i>
Enrollment in Florence/Darlington Counties	1,335	12,180
Enrollment in Greenville County	1,237	22,123
Total Enrollment	2,572	34,303
Number of Teachers Using ETV	85	586
Average Number of Weekly Programs	70	300

In view of evidence of actual enrollment—which represents the real-world reactions of teachers and students and administrators—multi-channel is obviously essential for complete and effective utilization of televised resources.

The closed circuit system also enables ETV to broadcast programs to special interest groups and to engage in specialized education programs at times other than during school hours. The highly successful law enforcement officers training program is but one example. Perhaps more significant for the future is the innovative use of telephone talk-

back (tied with live closed circuit transmission), for a variety of programs typified by the Masters Degree in Business Administration series.

In South Carolina, for the first time anywhere, a Masters Degree in Business Administration can be acquired through television. A graduate credit program is also offered in engineering. In these cooperative efforts, the University of South Carolina, the State Technical Education Centers, and ETV are taking the classroom to businessmen and other working professionals who need to continue their education. Similar programs are under way for teachers, guidance counselors, nurses, and others.

The following Exhibit contains a listing of institutions connected to the closed circuit network:

Schools	229
Colleges & Universities	23
Hospitals	20
TEC Centers	17
Police Departments	5
Other Institutions	33
<hr/>	
Total	327

THE BROADCAST NETWORK

South Carolina's Open Circuit Broadcast Network now consists of five broadcast stations (WRLK-TV, Channel 35, Columbia; WNTV, Channel 29, Greenville; WITV, Channel 7, Charleston; WEBA-TV, Channel 14, Allendale-Barnwell; and WJPM-TV, Channel 33, Florence) and one translator (Channel 55, Rock Hill).

Although ETV's five broadcast stations and one translator are limited to telecasting one program on each station at a time (as compared with six on the closed circuit system) the presentation can be viewed at any location within the coverage area—just as with commercial stations. Plans are now underway for converting the translator to a full station and for constructing five additional stations. This will provide quality broadcast service to every area of the State. The State legislature has provided bonding authority that can be matched with hoped-for federal funds for this purpose.

With some 859 elementary schools to be served, ETV chose broadcast television as the most efficient and economical mode of transmission of in-school elementary programs. Since fewer lessons are offered at these grade levels than for secondary or higher education and the school schedule itself is more flexible, ETV's broadcast facilities, when completed, can provide the necessary elementary school courses to meet the present needs of the schools.

Broadcast television offers unlimited opportunities for providing services to the general public. Interested citizens can stay at home or gather in groups for training or in-service programs for business, industrial, or professional personnel; teachers can meet in-service requirements; and the home viewer can receive interesting and informative cultural and public affairs programming.

TELEVISION RECEIVERS IN THE PUBLIC SCHOOLS

One obvious item that all too often is overlooked or neglected is the availability of sufficient television receivers to meet the teachers' needs. In many cases a school with 20 to 30 teachers will have only one or two receivers.

The two studies that follow make clear the dramatic relationship between set availability and the utilization of broadcast ETV service.

ETV UTILIZATION DEPENDS ON TV SET AVAILABILITY

A demonstration project in Fairfield County some years ago indicated that ETV utilization increases dramatically when television sets are available in every classroom. The results of a survey conducted October 8-14, 1968, by personal interview with each teacher in ten elementary schools is as follows:

Teachers with TV Sets in Classroom - 111

96 use ETV

13 sets defective

2 do not use ETV

Total Student Enrollment - 3,444

Total Students Enrolled in ETV - 3,165

92% Students Participated

Average 3 Courses Each

TV SETS AND HOW THEY AFFECT UTILIZATION

The State Department of Education ETV Utilization Survey indicated that there is almost a direct correlation between the number of television receivers owned by a school and the utilization of ETV by that school. For example, the average ETV enrollment of schools owning one receiver was 246; six receivers, 644; ten receivers, 1,070.

As these two utilization studies show, there is a direct correlation between set availability and utilization of television by the schools. Obviously, if a teacher does not have a television set available to her, she cannot use television. Similarly, it is inconvenient and awkward to move sets from room to room or students to rooms where television can be viewed if there are relatively few sets compared to the number of rooms in a given school.

In these situations many teachers find it simply too inconvenient or disruptive to use television regularly, and thus can end up not using it at all if it is not readily available. We found set availability one of the most important elements affecting the use of television.

In an effort to overcome this road block, the ETV Network five years ago secured an annual appropriation of \$125,000 to be used, on a matching basis with schools, for the purchase of television receivers and antenna equipment. At that time there were only 3,500 receivers in the schools or one for each eight classrooms compared to the present 9,265 or one for each three and one-half classrooms. This program is extremely effective in making ETV available to the many schools demanding ETV service and increased ETV service.

EDUCATIONAL RADIO

In September of 1972 the Network put the first of a planned statewide network of FM radio stations on the air in Greenville. The second station WSCI, in Charleston, signed on in April, 1973. HEW and FCC applications have been approved for a third station to serve central South Carolina from Sumter.

Even though we have statewide broadcast and multi-channel closed circuit television systems, the capability of our communications system cannot meet the rapidly expanding requests for needed service coming from groups throughout the State.

Educational radio gives us another method of providing communication service. Whatever limitations radio has as a communications device can be compensated for by thoughtful selection of services and uses. These limitations are also balanced by the ease and flexibility as well as the low cost of radio production.

Some courses, such as music and literature, are ideally suited for radio. Also, the use of the sub-channel to provide programming is a unique service that can be provided only through radio, as the following paragraphs describe in terms of our use for the blind and other handicapped. Every effort has been made in the planning of the South Carolina Educational Radio Network to avoid obsolescence and will allow the multi-channel approach to be carried over from television and special "closed circuit" radio programming to continue.

Main channel programming is set up for in-school programming during the morning and afternoon hours of the school week. Evening activity follows a philosophy of bringing informational, cultural, and educational materials to the general public.

EDUCATION FOR THE BLIND THROUGH RADIO

SCA or sub-channel programming on one channel has been given over entirely to educational programs for the blind and otherwise physi-

cally handicapped. Twelve and one-half hours of such material is broadcast each day over a special sub-channel. The signal can be picked up only by specially designed receivers; these are issued to qualified individuals through the Commission for the Blind. A major aim of the sub-channel's programming in its first year of operation has been to keep its blind listeners well informed on their special educational needs.

Special education programs include "Occupational Forum", providing career and employment information; "Cracker Barrel", which features practical tips on repairs, consumer information, recipes, etc.; "Book of the Week", a complete reading of a selected volume; and "Just For Fun", an hour of stories, games and crafts for handicapped young listeners.

A milestone in radio communications, South Carolina's ERN's programming for the visually handicapped is only the third of its kind to be offered in the United States and the second to be sponsored by a state government agency.

UTILIZATION AND SERVICES PROVIDED

There can no longer be any serious doubt that educational television can be a powerful and positive instrument for the upgrading of education at all levels. Massive documentation attests to this. At this particular time in the development of education in South Carolina, educational television can play a more important role than ever before. And it is by any measure one of the best buys in education, costing less than 1½% of the State's education budget.

Subject matter is changing rapidly and becoming more complex. Educational television is capable of providing vast resources to teachers throughout the state and of helping them immeasurably in their efforts to provide uniformly excellent educational opportunities to all their students. ETV can undergird education at all levels and insure the availability of a uniform standard of teaching and learning resources, something that cannot be guaranteed in any other way.

There is no question that the ETV Commission has been highly successful in meeting its responsibilities which have included:

1. The Commission's primary responsibility is to provide instructional television lessons for use in all the schools of the State, be they elementary, secondary, institutions of higher learning, or technical training facilities.
2. A second responsibility is to provide comprehensive opportunities for the teachers of the State to continue their professional education.
3. An additional responsibility lies in the area of providing continuing professional education for South Carolina citizens through the production and transmission of post-graduate courses in such fields as medicine, law, dentistry, pharmacy, law enforcement,

correctional institution training, food service, and any others as the need arises or is recognized.

4. A responsibility closely tied to the economic progress of the State is to provide educational television materials for the continuing training and education of business and industrial personnel.
5. An additional responsibility is to cooperate with all State agencies by providing ETV courses for higher education students, informational programming for the public, training for agency personnel, and inter-agency communications.
6. A final responsibility inherent in any institution of education be it school, college, museum, or television station is to provide general information reflecting knowledge of and interest in our world.

ITV ACTIVITIES AND ACCOMPLISHMENTS

Charged by the State Legislature with the responsibility for providing a comprehensive educational opportunity through television for the people of South Carolina, the Network's initial thrust was instructional broadcasting and led to its identification as a worldwide leader in ITV.

In its endeavor to supply quality instruction to all of the children in the State, the Network, working through the Office of ITV of the Department of Education, has amassed a complete selection of resources for pre-school through twelfth grade. Series for public schools cover the fields of math, science, language arts, foreign languages, art, music, and social studies, as well as special supplemental courses such as driver education, health, and psychology. (See the following listing)

ETV IN-SCHOOL COURSES EXPAND TO 68 TO MEET NEEDS OF PUBLIC SCHOOLS

As the requests increase each year, the need and demand for programming efforts to serve the public schools are clearly apparent. Sixty-six courses were scheduled on ETV for the 1973-74 school year.

Mathematics	10 Courses	695 Lessons
Science	10 Courses	406 Lessons
Social Studies	13 Courses	477 Lessons
Language Arts	13 Courses	472 Lessons
Foreign Languages	2 Courses	60 Lessons
Art	4 Courses	94 Lessons
Music	6 Courses	275 Lessons
Physical Education	4 Courses	81 Lessons
Vocational Education	2 Courses	28 Lessons

OTHERS;

Meet the Arts	1 Course	15 Lessons
Drug Education	1 Course	8 Lessons
Sportsmanlike Driving	1 Course	30 Lessons
Psychology 101	1 Course	69 Lessons

TOTAL68 Courses 2,710 Lessons

Utilization of these series has grown consistently. With its present facilities of five broadcast stations, one translator and a closed circuit network reaching every county in the State, the Network has an ITV total course enrollment of over 783,000 . . . viewing over 2,710 televised programs which represent more offerings than any other state in the nation. These 2,710 programs represent sixty-eight individual television series for grades K-12. Thirteen of these sixty-eight series are new and are being offered for the first time.

TEACHER IN-SERVICE EDUCATION

A major facet of our continuing effort involves providing a broad spectrum of in-service education opportunities for teachers in their own schools and homes; many of these are available for college and certification credit. The results of an independently conducted teacher attitude survey show conclusively that South Carolina teachers have a very positive attitude toward using ETV. This attitude is reflected in the increasing number of teachers who have availed themselves of the opportunity to improve their teaching skills through these in-service courses. Last year alone . . . nearly 7,400 teachers took continuing professional education courses on ETV . . . one-fifth of all the teachers in the State.

ETV schedules each day from 3:10-4:30 in-service programs which are either directly related to classroom series, are series for certification or university credit, or are educational programs of special interest. Several offices used television and the telephone talk-back facilities for training of specific personnel. Assistance to other offices included on-site playing of programs by VTR machine at conferences.

ITV begins its telecast school year with a 10-day preview and in-service week in August. The coming month's daily in-service programs are sent in advance each month to all principals for notification of teachers and posting of schedule (September-May).

During 1973-74 the Office of ITV provided the following teacher in-service programming. Often series or single programs were repeated several times during the month or the year. Open and closed circuit was used either to telecast different programs at the same time or the same program simultaneously.

<i>Series:</i>	<i>No. in Series</i>	<i>Length</i>
Time for Sounds (Music)	8	30
Art Spectrum (SDE)	8	30
The Teaching of Elementary Mathematics (SDE Certification)	17	45
Images and Things	3	30
Ripples	3	30
Let I (USC credit)	15	30

Let II (USC credit)	4	30
Education 726 (USC)	21	60
Drug Education (USC)	6	30

<i>Single Program Specials:</i>	<i>Length</i>	<i>No. of Times</i>
		<i>Telecast</i>
ITV Building Representatives Roles	15	6
Happiness Is Literacy (Dr. Fader)	60	7
Open Education (Dr. Bremer)	60	6
Adlerian Counseling Theory (Dr. Walton)	60	4
Child Learning Disabilities	60	4
Elementary Education Specials	30	4
ITV—Education's Special Delivery	30	12
Partners in Progress	15	4
The British Infant School— Southern Style	30	2
IGE in the Elementary School	30	10
Seminar on Human Relations I & II	60	3
It's a Public Affair—Artistic Children	15	3
The Challenge of Change	60	1
In-Education's Special Delivery	30	2
ITV—The Fourth Network	30	1
Drug Education: Art Linkletter Part I & II	60	2
Earth Science (Teacher Credit Course)	30	2
Health:Your Decision— Teacher Orientation	30	4
Inside/Out—Teacher Training	30	5
Ready? Set . . . Go!—Teacher Orientation	30	4
School Bus Safety	30	4
Welcome Back to School (Busbee and Green)	15	21

We have achieved staff development objectives through setting up a prepared display or through attendance only at the meetings below. Program previews, written materials, and consultants in attendance proved very useful.

School Boards Association Meeting—September 21-23, 1973—
Myrtle Beach

Superintendents' Fall Conference—October 21-24, 1973—
Greenville

SC AECT Conference—October 24, 1973—Columbia
Elementary Principals' Fall Conference—November 1, 1973
Governor's Conference on Education—January 30, 1974—Columbia
Secondary Principals' Fall Conference—January 10-12, 1974—
Hilton Head
Elementary Principal Spring Conference—April 5-6, 1974—Myrtle
Beach

HIGHER EDUCATION

Our first major effort in graduate education for credit began in September 1970, with a full Masters Degree in Business Administration being offered through ETV. The College of Business Administration at the University of South Carolina developed the program. All classes are transmitted live to 15 locations throughout the State—mostly University Regional Campuses or Technical Education Centers. Each receiving classroom has talk-back facilities so that all students may have direct contact with the professor to consider questions as they come up.

This MBA Program has proven to be very valuable to businesses and industries throughout the State who want their top management personnel to get graduate education but are unable or unwilling for them to leave their jobs for the several years necessary for this purpose.

University President Thomas F. Jones, in announcing the program, said "We believe it will mean a new era in higher education. It represents the determination of the University to move beyond its walls and get its services out to the people of South Carolina. This program is only a beginning and it could lead to graduate education in other fields particularly engineering and education."

Both of these predictions have been realized. The first class of the MBA-ETV Degree Program graduated in May, 1973. Another graduate degree program, APOGEE, graduate engineering education, is presently offering twenty-five courses through the facilities of ETV, enabling students and engineers to obtain either a Masters Degree in Engineering or Science. The program utilizes members of the regular teaching and research faculty of the College of Engineering, and the offerings are regularly taught and are fully accredited graduate courses.

The College of Education also offers four courses through ETV for college credit including an advanced placement course, Psychology 101, for high school seniors.

And for the first time, college credit became available in September, 1973, for in-home study through the cooperation of ETV and the University of South Carolina. Anyone could view at home a course entitled History 515, SAINTS AND LEGIONS, and receive either graduate or undergraduate college credit after submitting their registration forms.

During 1974 South Carolinians were able to take four college credit courses in their own living rooms. Three of the courses, coordinated by

the University of South Carolina Division of Continuing Education and ETV, included an undergraduate political science course, CONVERSATIONS IN AMERICAN GOVERNMENT; the history course, SAINTS AND LEGIONS; and a graduate education course, TELEVISION IN EDUCATION.

A fourth course, THE TEACHER AS MANAGER was produced through a consortium arrangement between ETV, USC, The Citadel, Clemson University, the College of Charleston, South Carolina State College, and Winthrop College. Enrollees in the course could obtain graduate or undergraduate credit from the participating college of their choice.

THE TEACHER AS MANAGER applies the management techniques used in business and industry to the classroom. Course programs cover such topics as crisis management, behavior modification, and evaluation tools.

The 15 week course, CONVERSATIONS IN AMERICAN GOVERNMENT is offered for three hours of undergraduate credit at USC. Conducted by USC government and international studies Prof. James Myers, the course introduces students to the workings of government through a series of interviews with people involved in the country's leadership.

And for the second year ETV offered SAINTS AND LEGIONS, a history course tracing the roles of the Christian Church and the Roman Army in the development of Western Civilization. Taught by USC history Prof. Henry Lumpkin, the 26-lesson course may be taken for graduate or undergraduate credit.

Also offered for college credit was a 30-lesson graduate course, TELEVISION IN EDUCATION, focusing on planning for the various uses of instructional television.

The following are college credit courses offered through ETV:

MASTERS DEGREE IN ENGINEERING OR SCIENCE
—APOGEE (A Program of Graduate Engineering Education)

<i>25 Courses</i>	<i>Credit Hours</i>
Applied Engineering Mathematics I	3
Applied Engineering Mathematics II	3
Theory of Automatic Controls	3
Advanced Mechanics of Materials	3
Numerical Methods for Computers	3
Electronic Digital Systems	3
Advanced Heat Transfer	3
Waste Water Treatment	3
Soil Engineering for Transportation Facilities	3
Computer Control (2 courses)	6
Substructure Analysis and Design	3

Electronic Analysis Systems	3
Human Factors in Engineering	3
Selected Topics in Heat Transfer	3
Air Pollution Control	3
Chemical Reactor Design	3
Advanced Dynamics of Machinery	3
Advanced Soil Mechanics & Foundations I	3
Introductions to Nuclear Engineering	3
Environmental Problems	3
Noise Control	3
Modern Feedback Control Theory	3
Diffusional Operations	3
Chemical Process Analysis	3

MASTERS DEGREE IN BUSINESS ADMINISTRATION:

<i>18 Courses</i>	<i>Credit Hours</i>
National Economy	3
Quantitative Methods I	3
Quantitative Methods II	3
Organizational Behavior	3
Informational Systems	3
Production Management	3
Real Estate	3
Investment	3
Marketing Problems	3
Marketing Accounting	3
Marketing Management	3
Financial Policy	3
Business Policy	3
Investment Management	3
Advanced Labor Economics	3
Economics of Enterprise	3
Firm and Its Environment	3
Advanced Marketing Research	3

OTHER BUSINESS ADMINISTRATION

<i>2 Courses</i>	<i>Credit Hours</i>
Financial Accounting	3
CPA Review Course	3

COLLEGE OF EDUCATION

<i>4 Courses</i>	<i>Credit Hours</i>
Audio-Visual Preparation	3
Teaching As A Performing Art	3
Counseling	3
Evaluating Teaching Effectiveness	3

ADVANCED PLACEMENT FOR HIGH SCHOOL STUDENTS

Credit Hours

Psychology 101	3
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COLLEGE CREDIT AT HOME

Credit Hours

History 515—Saints and Legions*	3
Education 726—Television in Education	3
Education—Teacher As A Manager	3
Education 509 (USC)	
Political Science—Conversations in American Government . . .	3
Government/International Studies 201	

* First college credit available through open circuit broadcasting for at home study—credit available at the graduate or undergraduate level

An additional course designed by ETV for college credit at home began airing over the S. C. ETV Network in the fall of 1974. It is entitled, **READING; THE ROAD TO UNDERSTANDING**, a 26 lesson program. It is aimed at an audience of pre-service and in-service teachers as well as concerned parents, and covers reading skills from kindergarten through high school, focusing on such topics as word recognition, comprehension, oral reading, and causes of reading disabilities.

Registered viewers will be able to earn three semester credits from S. C. State College on the undergraduate or graduate level.

ADULT AND CONTINUING PROFESSIONAL EDUCATION

ETV offerings have included series for doctors, dentists, nurses, pharmacists, paramedical personnel, lawyers, law enforcement officers, business and industrial personnel, food handlers, bankers, prison guards, and many other groups. Several hundred thousand adults have been involved in organized classes using these basic and continuing professional education series. Many of these programs have drawn interest from throughout the world. South Carolina was the first state to develop statewide ETV training programs for most of these groups.

MEDICAL EDUCATION

The South Carolina ETV Network, since 1961, has developed monthly programs for physicians and other health professionals. Presently, three programs are produced monthly as a joint effort between the Medical University of South Carolina and ETV. Physicians, dentists, pharmacists, nurses, and allied health personnel profit from these monthly programs. Each month a newsletter entitled "Health Sciences ETV" is sent to over 3,500 medical personnel in the State. This newsletter is designed to keep all medical people apprised of ETV medical offerings which they can view throughout the State.

NURSES TRAINING

During January, 1971, the South Carolina Hospital Association and ETV jointly offered statewide training for "Inactive Nurses". The goal was to prepare some 2,000 nurses to re-enter the nursing profession and to upgrade some that are presently employed. This educational television training was received in 15 of the major hospitals and all 13 Technical Education Centers.

OTHER MEDICAL PERSONNEL

During the Spring, 1971, continuing education programs were developed for X-ray technologists and dietitians. Our research indicated a need for producing programs in the area of nuclear medicine and diagnostic radiology, X-ray technicians' training, management-labor relations, dietetic foods for drug users, and diet therapy for dietitians. Programs are available to personnel in South Carolina's 109 major hospitals.

During the Summer, 1972, ETV turned its attention to developing programs for service to occupational therapists.

ETV has proposed to the American Medical Association that it consider developing bi-monthly programs based on the latest information found in the medical journals. This medical abstract type of programming would keep all of the medical personnel apprised of the latest techniques, research information, new treatments, drugs, and equipment needed for his profession. This type of programming could also become a part of the fulltime medical curriculum programs at the Medical University in Charleston and Allied Health Training in Technical Education Centers.

ETV is presently developing pilot programs in Paramedical Training for Technical Education. Most instruction in paramedical areas has been taught in small groups or one-to-one teaching. In order to be more effective and to reach more people in less time, it is becoming necessary that the paramedical professionals turn to instructional technology to help them impart knowledge. The first "pilot" program for this profession was developed at Greenville Technical Education Center. This program on Denture Construction will lead the way for total course development for training dental laboratory technicians. The Greenville Technical Education Center has developed an advisory committee to identify the areas in paramedical training that can best be taught by television. Some of the areas that have been identified are Dental Laboratory Training, Dental Assistants Training, Dental Hygiene Training, X-Ray Technician Training, Inhalation Therapy Training, Certified Laboratory Training and related subjects as Biology, Chemistry, Physics, etc. S. C. ETV has tried to determine how well the medical profession was profiting from the monthly medical programming and to identify subject matter for future programming. In one survey, answers

were received from 565 of the 3,146 queried and a number of areas of interest were identified for future ETV program development.

These topical areas are being used to guide us in the development of our regular monthly program for broadcast to the medical profession.

Our research for ways that ETV can serve the broad spectrum of medical professionals in South Carolina has now been extended into the hospitals through coordination with the South Carolina Hospital Association and the American Medical Association.

LAW ENFORCEMENT OFFICERS

South Carolina Law Enforcement Division (SLED) and the South Carolina Educational Television Network cooperatively developed the nation's first statewide training program for law enforcement officers. This highly successful continuing series has been regularly attended by 90% of all law enforcement officers in the State. The late FBI Director, J. Edgar Hoover, commended South Carolina for this program and the National Association of Police Chiefs presented the series its Police Science Award for outstanding contribution to law enforcement through science and technology.

Training has also extended to the highway patrol. New concepts of dealing with the very complex problems associated with the operation of correctional institutions are also a part of the training.

In ETV law enforcement training programs, officers meet in 50 locations throughout the State to view lessons. A vital part of the training is the discussion period that follows the television lesson. Outstanding officers from each group are selected as discussion leaders. They are trained in effective methods of leading discussion groups. They meet at the ETV Center with Project Director Fleming Mason to view each program and discuss any points that may need clarification.

Guides are also prepared and given to each of the nearly 4,000 officers that view the program each month. These study guides furnish the officers with a permanent reference library. Through this program, South Carolina is developing the best-trained and best-informed officers in the country. An unexpected dividend of the project has been that many of the discussion leaders have developed into articulate spokesmen for the promotion of good law enforcement at the community level.

EDUCATIONAL RESOURCES FOUNDATION

One of ETV's responsibilities, as outlined in its legislative charter, is to serve South Carolina business and industry. This responsibility is met largely by providing training resources which are used extensively by our industry in meeting their training needs.

The Educational Resources Foundation is a non-profit organization. This foundation assists ETV in providing training resources for business and industry. Since State Government funding is not available for

distributing and producing many of these training resources, and since private enterprise is willing to fund such training programs, the foundation charges minimal sale and rental fees for its products and thereby produces additional resources to improve South Carolina's industrial growth and health. ERF has been an important factor in the industrial development of the State.

ERF training services and resources generally include supervisory training, management training, operator (job skills) training, instructor training, and other special services and educational courses.

SUMMARY STATE AGENCIES SERVED

The following state agency listing includes the services offered by South Carolina ETV:

<i>State Agency</i>	<i>Services Offered</i>
Adjutant General	1 Production and Workshop
Division of Administration	2 Productions
S. C. Aeronautics Commission	1 Continuing Aviation Series
S. C. Commission on Aging	4 Productions
S. C. Department of Agriculture	2 Productions
Agricultural Marketing Commission	Continuing Program Series
Alcoholic Beverage Control Commission	Public Affairs Coverage
S. C. Commission on Alcoholism	3 Productions
S. C. Department of Archives and History	Workshop
Arts Commission	5 Productions, 2 Symposiums
Attorney General's Office	1 Workshop
S. C. Commission for the Blind	Continuing Daily Program Series and Workshops
The Citadel	1 Production
Clemson University	Workshop, 12 Productions
S. C. Commission on Higher Education	26 Programs
S. C. Department of Corrections	3 Productions, Workshop
S. C. Criminal Justice Academy	In-service Production and Workshop
S. C. State Development Board	Promotional Services
Disaster Preparedness Agency	Presently Finalizing Statewide emergency warning system
Department of Education	1 Production
State Election Commission	1 Production
S. C. Employment Security Commission	3 Productions
Energy Management Office	5 Productions
Forestry Commission	Workshop
Francis Marion College	1 Production
Governor's Office	10 Productions
S. C. Department of Health and Environmental Control	Enrichment Programming
S. C. Highway Department	Continuing Program Series
S. C. State Housing Authority	Public Affairs
House of Representatives	Public Affairs and 2 Program Series
S. C. Commission on Human Affairs	Workshops and 2 Minority Program Series

State Law Enforcement Division	1 Program Series
S. C. State Library	9 Productions
Office of Lieutenant Governor	Public Affairs
Medical University of South Carolina	Coordination of Regional Medical Network
Columbia Area Mental Health Center	Workshops
Department of Mental Health	1 Production
Department of Mental Retardation	Public Affairs Coverage
S. C. Public Service Authority	Public Affairs Coverage
S. C. Department of Parks, Recreation and Tourism	2 Productions
State Personnel Division	6 Productions
S. C. State Ports Authority	1 Production
Reorganization and Management Review Commission	Public Affairs Coverage
Research and Statistical Services Division	Workshop
S. C. Retirement System	Workshops
Senate	Public Affairs and 2 Program Series
S. C. Department of Social Services	Workshop
Tricentennial Commission	2 Productions
S. C. State College	26 Productions
State Board for Technical and Comprehensive Education	Programming for 17 TEC Centers
University of South Carolina	206 Productions including over 50 college credit courses
Department of Veterans' Affairs	Workshops
Vocational Rehabilitation Dept.	Workshops
Wildlife and Marine Resources Dept.	1 Production
Winthrop College	1 Production
Water Resources Commission	Public Affairs

PUBLIC TELEVISION ACTIVITIES AND ACCOMPLISHMENTS

With the initial emphasis on instructional broadcasting, the South Carolina Educational Television Network has also developed a strong and viable system of public broadcasting, identifying and serving the diverse educational needs of South Carolinians in their homes. The South Carolina Network has brought national public television into the State, at no cost to the State's citizens. Thousands upon thousands of South Carolinians enrich their lives through national and statewide programs which keep them informed on the cultural and public milieu in which they live.

The major thrust of our public television efforts has been in the area of children's television programming, combining nationally acclaimed programs such as *SESAME STREET* with local efforts such as *WHEEE!*.

Responding to program surveys our viewers have rated the following programs among their favorites and termed them essential in their family viewing; *SESAME STREET*, *ELECTRIC COMPANY*, *MISTER ROGERS*, *WHEEE!*, *NINE30*, *FIRING LINE*, *MASTERPIECE*

THEATRE, SPECIAL OF THE WEEK, INTERNATIONAL PERFORMANCE, FRENCH CHEF, THE ADVOCATES, WASHINGTON WEEK IN REVIEW, LEGISLATIVE PROFILE, PALMETTO REPORT, SOUTHERN PERSPECTIVE, JOB MAN CARAVAN, and FOR THE PEOPLE.

S. C. ETV remote telecasts provided South Carolinians special events coverage through ETV and commercial television including the STATE OF THE STATE ADDRESS, THE SOUTHERN GOVERNORS CONFERENCE, BOB HOPE'S VETERANS APPRECIATION DAY, THE GOVERNOR'S CAROL LIGHTING CEREMONY, GREENVILLE'S LIVING CHRISTMAS TREE, and numerous other concerts, ballets, theatrical performances and other performing arts specials spotlighting South Carolina—its culture, its heritage, and its talent.

S. C. ETV COMMISSION BUDGET 1973-1974

The following budget statistics reflect how—in conjunction with the Agency's budget and organizational structure—expenditures were made to accomplish the goals and program accomplishments of the Agency and of the services provided to the State's citizens herein reported.

Administration & Finance

01	Personal Service	\$ 285,522
02	Contractual Service	80,227
04	Fixed Charges	67,722

Education Division

01	Personal Service	187,087
02	Contractual Service	146,710
03	Supplies	3,188

Special Services Division

01	Personal Service	355,083
02	Contractual Service	2,159,697
03	Supplies	209,612
04	Fixed Charges	180,790
06	Equipment	357,762

Operations Division

01	Personal Service	1,064,803
02	Contractual Service	222,046
03	Supplies	452,306
04	Fixed Charges	28,729
06	Equipment	438,029
	Educational Programs—Whitten Village	49,991

\$6,289,304

EVALUATIONS OF ETV AND PUBLICATIONS OF ETV

Educators Laud South Carolina ETV

Many education leaders have commended the South Carolina ETV system including Dr. Sterling McMurrin, then U. S. Commissioner of Education and presently directing the U. S. Government study of Instructional Television. "South Carolina has a very genuine lead over the nation in educational television"; Dr. Alvin E. Eurich, then Director of the Fund for the Advancement of Education, "South Carolina has the basis and blueprint for what educational television needs to bring about a healthy revolution in the American education system"; Dr. William L. Bowden of the Southern Regional Educational Board, "You have overwhelmed me. A miracle has been performed in South Carolina. My whole concept of the use of television will have to be substantially changed."

Studies Commend South Carolina Achievement

Virtually every study involving South Carolina ETV has come out with very positive reports and recommendations. The *Carnegie Commission Study* of ETV stated, "It is clear that there resides in television the power to make massive contributions to formal education." The report pointed to South Carolina as the outstanding example of a statewide system.

The *Cresap, McCormick & Padgett Report* recommended, "The State should seek a major expansion in the use of television facilities for instruction and teacher in-service training."

The *Joint Legislative Study Committee's Report* stated, "The progress of South Carolina Educational Television during the past year is a worthy source of satisfaction to the people of the State. The evidence of cooperation between ETV and related agencies is firming the foundation for more complete and effective use of this relatively new medium. The Television Commission and leadership responsible for its development are to be congratulated for continued persistence and flexibility in seeking to make this medium an effective tool for improvement of the state."

The *Moody Report* recommended, "Greatly expanded school use of educational television, one of South Carolina's great resources." The report put special emphasis on the use of ETV in the preschool and kindergarten programs.

A recent *South Carolina Education Association Survey* entitled "Profile of the South Carolina Public School Teacher" gave a high rating to ETV revealing:

- . . . 82% of South Carolina teachers feel ETV is a good to excellent in-service educational medium.
- . . . 79% of South Carolina teachers feel ETV is a good to excellent instructional medium for the teaching of math and science.

- ... 69% of South Carolina teachers feel ETV is a good to excellent medium for the teaching of social studies and literature.
- ... 90% of South Carolina teachers feel ETV is a good to excellent educational and cultural medium for the public.

The *Teacher Attitude Survey*, conducted by Dr. Lark O. Daniel, Ph.D, San Diego State College, backed up the SCEA Survey stating, "The elementary and the secondary teachers of South Carolina have a very positive attitude toward televised instruction, hold the procedures and products of the South Carolina ETV Center in high regard, and consider instructional television to be an integral and important aspect of the education of the children in this state. From such a solid base as this, it is to be expected that educational television will serve an increasingly important role in the educational institutions of the State of South Carolina."

The *Medical College of South Carolina Survey* reported, "South Carolina physicians overwhelmingly endorse the medical training program now in its eighth year on ETV. Eighty percent of doctors responding to a Medical College of South Carolina survey indicate they have seen more than half of the programs offered and consider them to be very worthwhile."

The *Law Enforcement Survey* states: "The ETV program has been successful, in relation to the law enforcement officers of South Carolina, in a number of ways. First, using televised instruction as the teaching medium, it has achieved its primary mission of increasing the competency of the law enforcement officers. Both their knowledge and their skills may be expected to have been improved as a result of participating in the program. Second, the attitude of the average officer toward the job of law enforcement has become more positive as a by-product of the ETV programs. It is reasonable to expect that with increased knowledge comes a greater sense of professionalism. There are many other positive results of the ETV training project which you will find discussed in the Report."

The *ETV Evening Audience Survey* of several years ago reported that at that time, "Fifty percent of Columbia households watch ETV." This survey conducted by the University of South Carolina Journalism and Communications Research Center also indicated that family members in more than 16% of capital city homes have taken ETV courses. Recent coincidental surveys and samplings for individual programs indicate definitely that this figure has increased dramatically. A reasonable estimate would indicate that 90% of South Carolina households within the existing coverage areas view ETV programs.

Other Audience Surveys

The South Carolina Network is reaching its audience in ever-increasing numbers. For example, a special statewide survey on the

highly successful, award-winning, "Job Man Caravan" indicated that 70% (seventy percent) of the target audience watched the series. Another independent coincidental survey of a "special" indicated that 11% (eleven percent) of all television viewers in the Columbia area were watching the South Carolina Network.

The Governor's Management Review Commission Report

The most intensive recent study of the South Carolina System has been undertaken by the Governor's Management Review Commission. It endorses the work of ETV in the past and expresses extremely positive recommendations for improving ETV facilities and extending the economic advantages of ETV throughout the State through the extension of additional closed-circuit multi-channel transmission capabilities.

Other Reports

ETV has in the past few years reported on its activities to the Budget and Control Board, the Governor, The General Assembly, and the people in many ways and publications. Among the most appropriate and current of these are the following:

South Carolina Instructional Television Resources 1973-74.

Educational Television, "Police Training via ETV—From Crime to Court in South Carolina."

The South Carolina ETV Network.

Educational Television, "South Carolina ETV Network Joins With University of South Carolina to Offer New Opportunities for Businessmen Via ETV".

Educational Television, "South Carolinians Find Jobs Via ETV".

Supermarket To Satellite, Progress Report, South Carolina ETV Network, The Decade of the Sixties.

Educational Communications in South Carolina, Long-Term Projection, 1972.

South Carolina ETV Guide, Monthly.

Prescription For Future Shock, 1973.

Annual Report, 1971-1972.

AWARDS

National Academy of Television Arts and Sciences
1969-70 Station Award

National Academy of Television Arts and Sciences
1970-71 Station Award

National Conference of Christians and Jews
Mass Media Brotherhood Award

Ohio State Award
"Sportsmanlike Driving"

Ohio State Award
 "Electronics at Work"
 Ohio State Award
 "Chemistry"
 Ohio State Award
 "South Carolina History"
 Ohio State Award
 "It's a New Sound"
 Ohio State Award
 "Vanishing Towns"
 Alfred P. Sloan Radio-TV Award
 For Distinguished Public Service in Highway Safety
 Southern Educational Communications Association
 Award for Excellence in Instructional Programming
 Southern Educational Communications Association
 Certificate of Merit for Public Television Programming
 American Express Police Science Award
 S. C. ETV Law Enforcement Training Program
 U. S. Department of Health, Education and Welfare
 Citation for Outstanding Contribution to
 Health Mobilization Program
 Corporation for Public Broadcasting
 Award for Excellence in Community Relations
 American Automobile Association
 Commendation for "Sportsmanlike Driving"
 National Federation of Music Clubs
 Award of Merit
 S. C. Education Association
 School Bell Award
 American Society for Training and Development
 Public Service Award for "Effective Supervision"

SUMMARY OF 1973-1974

Educational television's services have now reached out to touch every major aspect of education in South Carolina. Children learn at home as well as in school. Adults learn at home, at work, and at continuing education centers. Throughout the State there is an uplifting of educational opportunity and accomplishment. The fact of educational television's accomplishment is the real impact it has on thousands upon thousands of individuals' lives. The overall system provides 12 hours of information and education for the blind daily, provides subtitled programs for the deaf, teaches children the alphabet at home by the time they're two years old, gives the illiterate adult a second chance at

learning to read, provides a physician or nurse with research information and techniques so new they cannot have been published, helps a housewife with her shrinking budget problems, gives a general aviation pilot the latest aviation weather and safety information for his protection, helps young people find the educational opportunity that matches their capability, helps the jobless get a job, helps the manager increase his efficiency and improve his employee's output and morale, provides major state agencies with statewide talkback administrative conferences to streamline and improve the efficiency of government's ability to serve people, swings into action during an economic crisis to help oil distributors understand the rules under which they must operate and to help citizens understand the problems they face, highlights the good things of South Carolina and profiles the aspects of the State that make it great by reflecting its history, the current events, and future, teaches 43% of all students in South Carolina schools reporting on ETV use (even though many of those schools can't receive ETV), teaches a law enforcement officer how to carry out his duties for the benefit of all even while making college credit available to people in prison, gives students and the public an opportunity to meet their governing officials through reports on state agency and legislative activities, enriches our appreciation of the arts and of the events affecting our daily lives, teaches mothers how to teach their children and teaches children how to learn; and serves many, many others. And, these examples just touch the surface of how people are using ETV in their daily lives, and of how every citizen who can receive service has the opportunity to benefit because of ETV and of how they take advantage of that opportunity.

There is a real increase in the educational accomplishment of South Carolinians because education has been brought to them in the most efficient and economical, as well as the most effective way—through educational television. The entire cost of providing this massive spectrum of services remains at the astonishingly low level of only 1.4% of the State's total education budget.

Thirty-seven counties showed an increase in ETV public school enrollment in the last year as overall course enrollment increased to 783,938 (an increase for one year of 174,947 or 29%). Seventy-three courses are now offered in this area of ETV service. In this way ETV makes possible the offering of quality educational resources that would not be available any other way.

ETV's major priority is to meet the necessity of taking existing courses and services to additional students who cannot now receive them. This will continue to further increase the economies of the system as more and more South Carolinians benefit from existing ETV programs.

ETV has also continued to innovate and provide new and additional services to new and additional segments of the educational system of the State. Reaching into homes to teach young children, reaching into

homes to provide college credit in the living room to adults, taking teacher education into homes and schools are only examples of new uses of ETV to avoid expensive transportation and living costs by making educational opportunity available to those who need it wherever they might be.

New services and new impact have symbolized ETV's last year of unparalleled accomplishment.

ETV has long since spread its accomplishments beyond the walls of the public schools. Fifty-eight courses for college credit are offered to South Carolina's advanced high-schoolers, college undergraduates, graduate students, professionals seeking additional degrees, and citizens wishing to improve their job status or to maintain the activity of their minds by continued participation in the academic process. Five of these courses are offered for study *at home*. Only through educational broadcasting can such a startlingly appropriate extension of the capabilities of our colleges and universities be made.

Yet, ETV has not slackened its efforts in any other field of its accomplishments. Our track record improves on every front even though many totally new areas of service are being undertaken. There is little doubt as to why South Carolina serves as the center of study for the world in the effective application of broadcasting to help uplift a whole community and all aspects of its educational, cultural, and economic progress. South Carolina ETV is studied, copied, and duplicated because it accomplished. It creates constructive and positive progress and change by offering people information and education in ways that make learning interesting and successful.

The statistical section of this budget request carefully outlines the many, many accomplishments of ETV in the past year. Citizen upon citizen has benefited from service upon service upon service. A perusal of these statistics gives some overall impression of the accumulated impact of ETV on the State's growth and development. However, these cold statistics and lists of courses do not reflect the impact of ETV as expressed to us by those we serve in the outpouring of letters, calls, resolutions, and conversations which impart the person-to-person impact of the positive uses of radio and television.

As has been the case in the past, the ever-increasing use of ETV and the demand for service by those who cannot now receive it are the two major factors affecting this budget request. Beyond that, this request merely reflects cost-of-operating increases that have been particularly difficult in the electronics field during the past months' heavy inflationary impact on operations.

To implement the operation of *previously funded* extensions of ETV service and to implement the continued, orderly methodical, and regular extension of closed circuit service totals 62% of the budget.

ETV stations for Beaufort and Sumter have previously been funded

by bonds and are under construction. They will be in operation during fiscal year 1975-76.

In a similar fashion, bonds have already been authorized by the General Assembly when it mandated the construction of stations for Conway, Aiken, and Rock Hill.

There is no question that extension of ETV services to additional users will benefit South Carolina. Thirty-seven counties increased their use of in-school ETV last year alone. During that period the number of individual students receiving ETV instruction in grades K-12 grew from 215,477 to 234,513. (This figure counts a student only one time no matter how many courses he may view). ETV course enrollment grew from 608,991 to 783,938—a 29% increase. (This enrollment represents the number of ETV exposures to students; thus, if a student takes two courses, two course enrollments are counted in the total course enrollment statistics.) This continued trend of increased utilization over the 16 years of ETV operation (from 476,000 to 511,000 to 609,000 to 784,000 in the last four years alone) indicates the absolute necessity to plan for increased utilization next year—to meet the demands for services which are totally beyond our control. The need for additional sets and antennas and the need for additional lesson outlines and other related materials require budget increases in both absolute and inflationary items.

The coming year, however, will also see major increases in two other areas of service not exclusively associated with the public schools. *College credit courses* and *programs for day care children and teachers* will require increased and improved effort during this budget year.

There is no area in which ETV could immediately provide needed educational supplements as well as in the whole general area of pre-school education. Pre-school education is the crucible in which learning habits and patterns of a lifetime are formed. Young children are learning constantly from television at that age and, from ETV they learn very positively from series directed to their home-viewing such as *SESAME STREET*. At this point there is no major ETV activity aimed at the hundreds upon hundreds of classes of kindergartens, day care centers, public and private day schools and other organized pre-school groupings, however. ETV service is needed by organizations which provide service ranging from complex instruction to providing simple sitting services. Further, there is no major organized ETV instruction for teachers, administrators, and teachers' aides in these centers.

ETV must respond to this need. The training of teachers and the teaching of children of this age are directly interlocked. Complementary courses of study should be developed for simultaneous use by teachers and children. The potential for service is virtually unlimited and therefore this budget respectfully requests a team of television and education experts to make the potential that ETV has demonstrated at other levels

of education available to young South Carolinians, their teachers, and their parents.

The most rapidly increasing area of ETV service has been granting college credit through television—both on closed circuit and at home. Additional talent is required to maximize the benefits of this on-going program and to increase, improve, and fully implement all aspects of this unique service. Both the quantity of courses and lessons offered and the quality of production effort will be improved in this area of service in which South Carolina has demonstrated itself as second only to Great Britain in achieving the potential of a truly "open university." South Carolina again stands on the threshold of international accomplishment—of again providing unique, quality educational opportunity at unparalleled economy. The simplest enhancements of existing college credit work will create the most powerful post-secondary educational network service in the country.

ETV, while having operated yet another year as number one in service in the nation, is truly only beginning to realize its full potential of service to the State. Continuation toward completion of the system and concentration on pre-school and post-school education will characterize ETV's efforts.

